

Message Text

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PAGE 01 TOKYO 04561 080845Z

21

ACTION EA-10

INFO OCT-01 ISO-00 EB-07 /018 W
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P R 080821Z APR 75
FM AMEMBASSY TOKYO
TO USDOC WASHDC
INFO SECSTATE WASHDC 9253

UNCLAS TOKYO 4561

FOR OIM/WELCH

E.O. 11652: N/A
TAGS: BEXP, JA
SUBJECT: TC OCTOBER MEDICAL SHOW

REF: (A) TOKYO 3101, (B) USDOC 0007, (C) TOKYO 16522

1. TC HAS REEVALUATED RECOMMENDATION REF (C) TO OPEN SUBJECT EXHIBITION
ON
DURING WEEKEND OCTOBER 4-5 IN LIGHT OF MARGINAL SATURDAY AND SUNDAY
ATTENDANCE (183 AND 194, RESPECTIVELY) AT RECENT HOTEL AND RESTAURANT
EXHIBITION. JAPANESE OFTEN NO LONGER WILLING TO SPEND WEEKENDS
ATTENDING TRADE SHOWS EXCEPT PERHAPS IN CASE OF ESPECIALLY HIGH-INTER
EST
EXHIBITION, E.G. COMPUTERS. TC THEREFORE NO LONGER BELIEVES JAPANESE
AND THIRD-COUNTRY DOCTORS ATTENDING WORLD MEDICAL ASSEMBLY WOULD
TAKE TIME VISIT TRADE CENTER DURING WEEKEND PRECEDING OCTOBER 6 WMA
OPENING. ALSO, TC IS STILL UNCERTAIN OF DEGREE ASSISTANCE AND
COOPERATION FROM JMA, WITHOUT WHICH WEEKEND OPENING WOULD BE
MEANINGLESS.

2. FOR ABOVE REASONS, TC NOW PROPOSES RESTORATION DATES
OCTOBER 6-9 (OCT 10 IS JAPANESE HOLIDAY) TO COINCIDE WITH DATES
OF WMA. OPENING WILL BE SCHEDULED 1000 HOURS MONDAY, OCTOBER 6,
AND BUSINESSMEN'S RECEPTION 1700 SAME DAY WITH SPECIAL EFFORT MADE
TO INVITE DOCTOR ATTENDING WMA. SPECIAL PRIVATE SHOWING FOR
DOCTORS INVOLVED IN WMA MAY ALSO BE ARRANGED DURING NORMAL SHOW
HOURS OCTOBER 6 OR DURING EVENINGS OCTOBER 7-9. EXHIBITORS' BRIEFING
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PAGE 02 TOKYO 04561 080845Z

THIS SHOW WOULD BE HELD SATURDAY, OCTOBER 4.

3. OIM REQUESTED CONCUR CHANGE OF EXHIBITION DATES AND INCORPORATE
SAME IN PREPARATION OF SHOW PROMOTIONAL MATERIALS. PLS ADVISE
SOONEST.
SHOESMITH

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 08 APR 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975TOKYO04561
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750121-0320
From: TOKYO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750469/aaaacqf.tel
Line Count: 66
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 TOKYO 3101, 75 USDOC 0007, 75 TOKYO 16522
Review Action: RELEASED, APPROVED
Review Authority: ShawDG
Review Comment: n/a
Review Content Flags:
Review Date: 27 JUN 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <27 JUN 2003 by SilvaL0>; APPROVED <16 JAN 2004 by ShawDG>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: TC OCTOBER MEDICAL SHOW
TAGS: BEXP, JA
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006